Broadcasting Sep 10

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FCC ponders NTIA's fin-syn proposal; MLB plays hardball with cable

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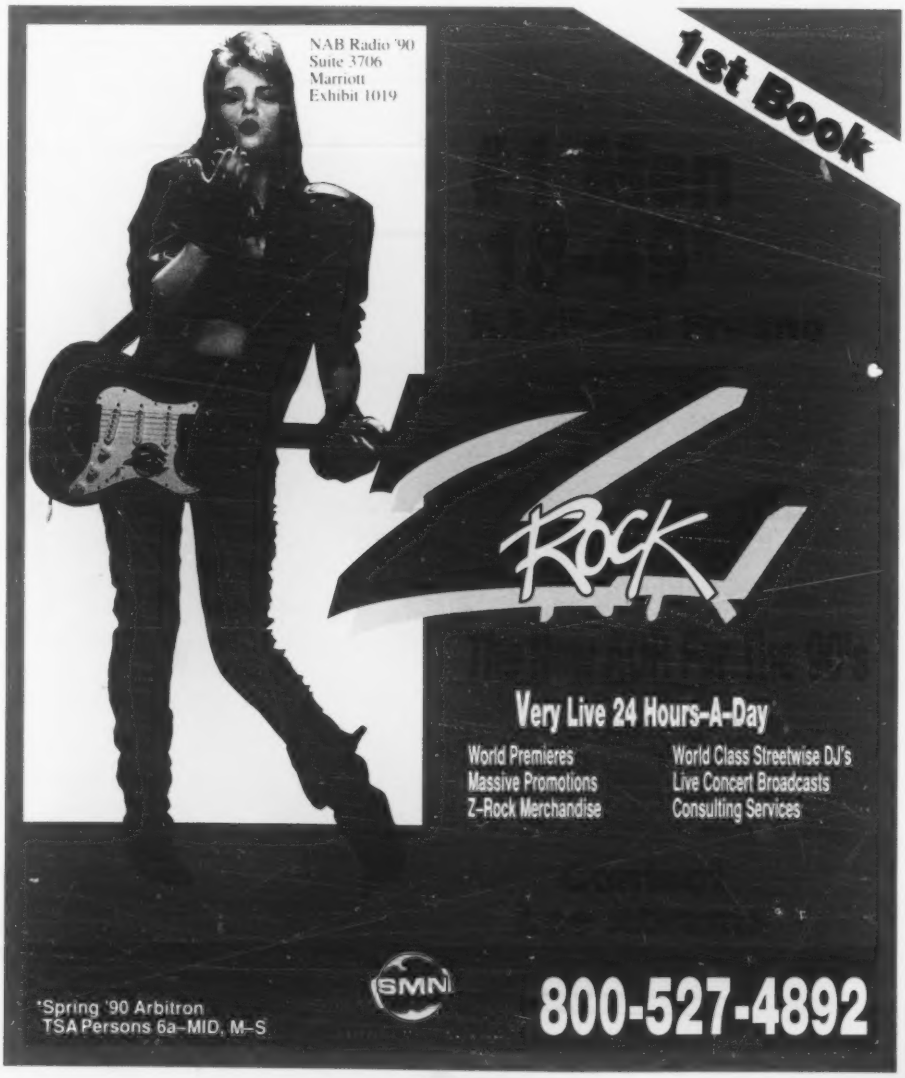
New study confirms resale value of radio



Vol. 119 No. 11

On the road to Radio 1990

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THIS WEEK

23 / FOX, TCI GET TOGETHER

Fox and TCI have signed an agreement whereby the cable company will carry Fox programing on cable channels on systems where there is no Fox broadcast affiliate. Fox hopes to strike similar deals with other MSO's to extend its reach, currently measured at 91% of the country.

25 / FTC BLASTS CFA, ABC

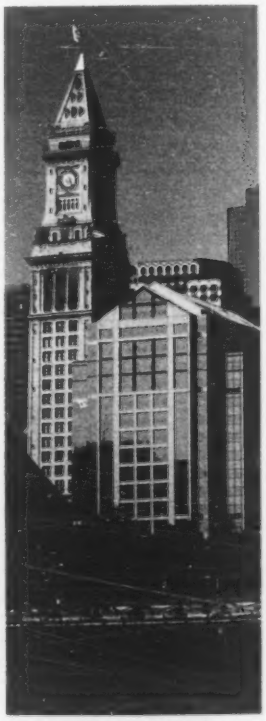
The Federal Trade Commission has charged Capital Cities/ABC Inc. and the College Football Association with "illegally conspiring to restrain competition in the marketing of college football." The administrative trial to come could result in the FTC voiding the combined $300 million ABC and ESPN 1991-1995 rights agreements with CFA.

26 / HIGH ON HDTV

At an annual Association of Maximum Service Television update on HDTV technology in Washington, FCC Chairman Al Sikes reiterated the commission's preference for a simulcast HDTV system standard over a transitional enhanced-definition system. NBC's Robert Wright made his network's case for EDTV, suggesting a simultaneous adoption of standards for both.

28 / SCRAMBLING DELAYED

The National Football League will postpone its proposed scrambling of



Boston, site of Radio '90

regular telecasts until further study can be done. Some suggest the league may be setting the stage for pay-per-view arrangements with tavern owners.

29 / LATE NIGHT LOSES LEAR

Norman Lear asks for and receives release from his agreement with CBS to produce a late night comedy, citing his desire to concentrate on prime time projects.

29 / RESULTS ARE IN

The FCC's spot check of station records reveals widespread noncompliance with lowest unit charge provision of political broadcasting law.

30 / FTC SAYS SCRAP FIN-SYN

The Federal Trade Commission last week told the FCC that it should repeal its 20-year-old financial interest and syndication rules: "Competition would be better served by removing the restrictions and addressing instances of alleged monopolization through application of conventional antitrust enforcement powers."

33 / BOSTON BOUND

On its way to the National Association of Broadcasters Radio '90 conference in Boston, BROADCASTING took a few detours, visiting a handful of major markets to take a read on the top stations, how they got there and how they plan to stay there. BROADCASTING's radio editors dropped in on some 30 stations in Boston, Chicago, Miami, Phoenix and Seattle. The consensus, regardless of format or target audience, was that "cash-flow multiples" and "debt loads" notwithstanding, radio's greatest value continues to be its innovation, creativity and unique localism.

An agenda and exhibitor list for the conference cap the tour.

63 / PBS GOING HOLLYWOOD?

The noncommercial

Public Broadcasting Service is taking a page from its commercial competition. Acknowledging the increasing competition for viewers among an increasing number of program suppliers, PBS is adopting a network-like marketing push for fall, including a Showcase Week, cross promotion on cable and the networks, the stripping of original series and the launch of a home video label.

64 / ITC LOOKS AHEAD

With the current syndication season barely out of the blocks, ITC is already in production on a first-run fringe/access game show and a morning talk show. Tapes are expected to be ready for station viewing this fall.

70 / DIAMOND APPRAISAL

Analysts expect ESPN to do better (lose less money) in its upcoming second year of a four-year contract with Major League Baseball. The service could break even on the $400 million deal, say analysts, if the cable service plays a "wild card" of charging operators an affiliate fee for carriage. ESPN's baseball exclusivity has proved a thorn in broadcasters' sides, particularly on Wednesday nights, which has cost broadcasters carriage of numerous games.

75 / HBO's GOOD 'DREAM'

Cable service is getting good reviews and numbers for its new sitcom, *Dream On*, an irreverent adult comedy that combines

clips from classic black and white TV shows with adult themes and situations. Producers are already looking toward future in syndication.

76 / CAPITAL IDEA

Washington has proved an appropriate venue for the annual Eastern Cable Show, with 4,000 industry members—and potential lobbyists—gathering in the Capital just as both House and Senate prepare to vote on cable reregulation.

77 / INVESTING IN RADIO

A new study to be released at the Radio '90 conference in Boston shows a 5.3% appreciation in FM sale prices over the prior sale for some 500 stations sold from 1988 through June 1990. AM registers a 2.9% decline, attributed by the study to a "shaking out at the bottom of the market," and not necessarily an overall loss of revenue or audience.

83 / PAYING THE PIPER

In the latest twist on Broadcast Music Inc.'s lawsuit against HBO, a federal judge has refused BMI's request for an injunction that would have effectively shut down the cable service by barring it from cablecasting movies with BMI-copyrighted music.

84 / 15-SECOND THOUGHTS

An Association of National Advertisers study on 15-second commercials reveals advertiser concerns about clutter and the possibility of hidden premiums associated with the spots. The release of the survey, which stresses the importance of advertisers getting together to set guidelines for 15-second spots, came, coincidentally, as a report was circulating that CBS is seeking premiums on some stand-alone 15's.

85 / POOLING RESOURCES

The U.S. State Department has formed an International Media Fund to help bankroll privately owned radio and television stations and newspapers in Central and Eastern Europe.

87 / COMPRESSING BUSINESS

Compression Labs Inc. has been showing off its digital video compression prowess to the networks. According to an executive with the company, 4-1 NTSC compression for broadcast and cable is in the works, with something demonstrable as early as next year.

90 / HELP FOR EDITORS

The video editing advantages of D-2 recorders have heretofore not been matched on the audio side. Ampex Corp. has introduced an enhancement to its digital videotape recorders that it believes goes a long way toward resolving that inequity.

Fox and TCI are getting together. (page 23)

FTC's Kevin Arquit at press briefing (page 25)

94 / FCC MULLS NTIA PROPOSAL

FCC Chairman Alfred Sikes wants to use a proposal offered by NTIA as a "starting point" for reforming the FCC's fin-syn rules. While none of the other commissioners is ready to embrace NTIA's proposal, FCC Commissioner James Quello has his own ideas that track NTIA's closely. Sikes also advocates another round of comments on specific fin-syn proposals.

96 / LOOKING BACK AT POLISH TV

At a CNN-sponsored news conference, a Polish TV executive talks of the "mythology of pseudo-information" that once characterized the country's Communist-controlled media.

119 / UNITED'S FRED VIERRA

Fred Vierra has sold various products, but he himself has been sold on cable television. Now president and chief operating officer of United Artists Entertainment, the country's third largest MSO and largest theater owner, Vierra says cable "has been the most fun I've had in business, by far."

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RATINGS ROUNDUP

NBC won the week of Aug. 27-Sept. 2 with a 10.6 rating and 20 share average. It held a 1.8 rating point advantage over second-place CBS, which averaged an 8.8/17. ABC was third with an 8.7/17 and Fox averaged a 5.3/10. In winning the week, NBC took Monday, Tuesday, Wednesday, Thursday and Saturday. CBS won Sunday and ABC won Friday. NBC had four of the top five (including number one, *Cheers*) and seven of the top 10 shows, while CBS had two (*Designing women* and *Murphy Brown*) in the top 10 and ABC one (*Roseanne*).

The second square-off between *Cosby* and *The Simpsons* resembled the first, with *Cosby* (ranked number 11) winning handily over Bart and company (53) in the Thursday, 8 p.m., timeslot. (A *Cosby* special on Monday night performed even better, ranking fifth overall for the week.) *The Simpsons* slipped from the week before's second place to third in the time period, however, with CBS's *48 Hours* (42) taking second with a 9.1/17. At 29th place, *Married...with Children* (10.3/20) was Fox's best performer of the week, besting several premiere outings for new and returning Fox shows, including *In Living Color*, *Haywire*, *Totally Hidden Video* and *Parker Lewis*.

Dan Rather's exclusive interview with Iraqi leader Saddam Hussein (Wednesday night, 10 p.m.) tied with *The Simpsons* at 53rd. In the prime time news magazine race, CBS's *60 Minutes* was the highest ranked at number 15, followed by the network's *Face to Face with Connie Chung* (30), ABC's *Primetime Live* (38); and CBS's *48 Hours* (42).

On the home video front, *America's Funniest* at number 50 was a far cry from the halcyon top 10 days of its initial airing, while Fox's *Totally Hidden Video* ranked 68 and 83, respectively, in special and premiere airings.

Week 49 **Aug. 27–Sept. 2**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1	▲	16.6/28	N	Cheers
2		15.7/27	N	Heat of the Night
3	▲	14.6/24	C	Designing Women
3	▲	14.6/31	N	Empty Nest
5		14.0/26	N	Cosby Spec.
5	▲	14.0/23	C	Murphy Brown
7	▲	13.8/30	N	Golden Girls
8	▲	13.6/23	A	Roseanne
9		13.4/23	N	Movie:Steven, Pt.2
10		13.3/24	N	A Different World
11	▼	13.1/25	N	Cosby
12		12.8/23	A	Family Matters Spec.
13	▼	12.7/23	N	Matlock
14	▼	12.6/22	A	Doogie Howser, M.D.
15	▲	12.3/21	N	Grand
15	▼	12.3/30	C	60 Minutes
17	▲	12.1/22	A	Growing Pains
17	▲	12.1/23	A	Who's the Boss?
19	▲	11.8/21	C	Jake and The Fatman
19	▼	11.8/22	N	Unsolved Mysteries
21	▼	11.7/25	N	Carol & Company
21	▲	11.7/20	A	Coach
23		11.1/20	A	NFL Pre-Season Football
23	▲	11.1/21	A	Wonder Years
25	▲	11.0/20	C	Face to Face w C. Chung
26	▲	10.8/21	N	Hunter
27	▲	10.7/19	C	Doctor, Doctor
28	▼	10.4/18	N	Night Court
29	▼	10.3/20	F	Married...With Children
30	▲	10.2/21	A	Family Matters
30	▼	10.2/21	C	Murder, She Wrote
32		10.1/18	N	Dear John
32	▲	10.1/22	A	Full House
34	▲	9.8/18	N	L.A. Law
34		9.8/18	C	Rescue: 911 Spec.
36		9.7/17	N	Guys Next Door Prev.
37	▲	9.6/17	A	Anything But Love
38	▲	9.5/18	A	Primetime Live
39	▲	9.3/16	C	Police Academy 4
39	▲	9.3/17	C	Major Dad
41	▼	9.2/18	A	Tim Conway
42	▲	9.1/17	C	48 Hours
42	▼	9.1/19	A	Perfect Strangers
42		9.1/20	N	T.V Or Not T.V.
42	▼	9.1/19	A	20/20
46	▼	8.9/17	C	Northern Exposure
47	▼	8.8/18	A	New Attitude
48		8.7/16	C	Valvoline Drv. Test
49	▲	8.3/16	A	Equal Justice
50	▼	8.2/18	A	Amer. Funniest Videos
51		8.1/16	F	Parker Lewis Prev.
51		8.1/19	N	This Is Your Life Spec.
53		8.0/16	C	CBS News Spec.
53		8.0/16	C	Who Gets The Friends
53	▲	8.0/15	A	Young Riders
57	▲	7.9/14	C	Eddie Capra Mysteries
58		7.8/16	F	True Colors Preview
59	▲	7.4/14	A	Father Dowling
60	▼	7.3/16	C	Primetime Pets
61	▼	7.1/15	F	In Living Color
61		7.1/14	N	Midnight Caller
63		6.9/15	N	Movie: Goonies
63	▼	6.9/14	N	Movie:Mad Max/T'Dome
63	▲	6.9/13	A	thirtysomething
66	▲	6.8/15	A	Twin Peaks
67		6.7/14	C	Candid Camera
68		6.6/15	C	NFL Pre-Season Football
68		6.6/12	F	Tot.Hidden Video-Thu.
70		6.4/13	C	Newhart
71		6.3/13	C	Magic Castle
72	▼	6.2/15	A	Super Jeopardy!
73	▼	6.1/12	A	Love Among Thieves
73		6.1/12	F	Comic Strip Primetime
75		5.7/12	N	Quantum Leap
76	▼	5.2/12	A	Monopoly
77	▼	5.0/11	F	Cops
78		4.9/11	C	Paradise
79		4.8/10	C	Partners In Life
80	■	4.7/11	F	Haywire
81	▲	4.6/10	A	China Beach
82	▲	4.3/7	F	Glory Days
83	■	4.2/10	F	Totally Hidden Video
84	▲	3.9/7	F	21 Jump Street
85		3.7/9	A	Amer. The Beautiful
86	▲	3.6/6	F	Alien Nation
87		3.0/7	F	Pure Insanity Spec.
88		2.9/6	F	Tracey Ullman

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KOH(AM)-KSXY(FM) Reno, Nev. □ Sold by Modern Broadcasting Inc. to Lobster Communications Inc. for $2 million. Price includes $100,000 deposit with balance due in cash at closing. Stations were acquired in May 1986 for $250,766. **Seller** is headed by Sidney and Vera Stern, husband and wife, and has no other broadcast interests. **Buyer** is W. Richard Green, John R. McRae and Donna M. Crosson, and is selling KLIQ(FM) Shingle Springs, Calif., for $400,000 ("Changing Hands," Aug. 13). KOH(AM) has news/talk format on 630 khz with 5 kw day and 1 kw night. KSXY(FM) has CHR format on 101.7 mhz with 1.3 kw and antenna 426 feet above average terrain.

KBHS-AM-FM Hot Springs, Arkansas □ Sold by KBHS Broadcasting Co. to Great American Broadcasting Co. of Arkansas for $550,000. Total is payable in 10 years at 10%. Stations were acquired in Dec. 1971. **Seller** is headed by William L. Mitchell, Eleanor Mackey-Ferguson and Maria Foy, who have interest in KWHK Broadcasting, licensee of KWHK(AM) Hutchinson, Kan., and KTRC Broadcasting Co., licensee of KTRC(AM) Santa Fe. **Buyer** is headed by Mack and Sherry Sanders, Ernest McRae, John and Janet Bozeman, Robbie Swinney, William L. Mitchell and Maria H. Foy. Mack and Sherry Sanders and McRae have interest in KVGB(AM)-KBGB(FM) Great Bend and KWHK(AM)-KIUS(FM) Hutchinson, Kan. KBHS(AM) has adult contemporary format on 590 khz with 5 kw day and 500 w night. KBHS(FM) has adult contemporay format on 96.7 mhz with 2.6 kw and antenna 320 feet above average terrain.

WAIVER IN MEMPHIS

FCC waived one-to-market rule and granted assignment of CP for unbuilt channel 50 in Memphis from Kyles Broadcasting Ltd. to Flinn Broadcasting Corp. for $220,000. Flinn Broadcasting is headed by George S. Flinn and is currently licensee of WHBQ(AM) Memphis. Kyles Broadcasting is headed by Gwendolyn Kyles Griffin and her son Dwayne Kyles. Kyles Broadcasting suffered severe financial losses when limited partner failed to provide funding for construction and operation. Flinn was only buyer interested in CP.

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$1,526,000** □ **11**
FM's □ **$796,075** □ **3**
AM-FM's □ **$950,000** □ **3**
TV's □ **$000,000** □ **0**
Total □ **$3,272,075** □ **17**

Year to Date:

AM's □ **$80,332,077** □ **189**
FM's □ **$390,880,062** □ **183**
AM-FM's □ **$330,372,198** □ **169**
TV's □ **$765,191,900** □ **77**
Total □ **$1,561,976,237** □ **630**

For 1989 total see Feb. 5, 1990 BROADCASTING.

WLEA(AM)-WCKR(FM) Hornell, N.Y. □ Sold by Channick Broadcasting Corp. to PMJ Communications Inc. for $538,000. Price includes $1,000 down payment, $299,000 cash at closing and $238,000 promissory note payable in 10 years at 12%. Stations went on air in Sept. 1951 and June 1981, respectively. **Seller** is headed by Herbert Channick, who has interest in Crest Hill Broadcasting Co., licensee of WCCQ(FM) Crest Hill, Ill. **Buyer** is headed by Kevin Doran, who is currently general manager of WLEA(AM)-WCKR(FM). WLEA(AM) is daytimer with full service format on 1480 khz with 2.5 kw. WCKR(FM) has country format on 92.1 mhz with 1.25 kw and antenna 512 feet above average terrain.

KSES(AM) Yucca Valley, Calif. □ Sold by Craig Broadcasting Corp. to Kevin D. Roberts for $421,000. Price includes $8,000 down payment and $413,000 upon FCC approval. Stations were acquired in March 1989 for $365,000 ("Changing Hands," Feb. 5). **Seller** is headed by

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Todd Hepburn, Vice President
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husband and wife, and has no other broadcast interests. Filed Aug. 21.

Actions

■ **WERC(AM) Birmingham, AL** (BAL900625EF; 960 khz; 5 kw-U)—Granted app. of assignment of license from Sungroup Inc. to Ameron Broadcasting Inc. for $4.2 million ("Changing Hands," July 2). Seller is headed by Frank A. Woodsand will continue operating WKXX-FM Birmingham and has interest in WOWW-FM Pensacola and WGNE(FM) Titusville, both Florida; KESY-AM-FM Omaha; KKSS(FM) Santa Fe; KMJJ(FM) Shreveport, LA, and KKYS(FM) Bryan, KWFS(FM) Wichita Falls, KEAN-AM-FM Abilene and KYKX(FM) Longview, all Texas. Buyer is headed by Menlo F. Smith, Joseph L. Dorton, Thomas F. O'Brien and Ronald W. Recker, and has also contracted to buy WMJJ(FM) Birmingham. Action Aug. 24.

■ **WMJJ(FM) Birmingham, AL** (BALH900629GF; 96.5 mhz; 100 kw; ant. 1,027 ft.)—Granted app. of assignment of license from Capitol-Birmingham Inc. to Ameron Broadcasting Inc. for $16.5 million ("Changing Hands," July 2). Seller is headed by Kenneth S. Johnson and has interest in WKSJ-FM Mobile and WKSJ(AM) Prichard, both Alabama; WRKA(FM) St. Matthews, KY; WTRG(FM) Rocky Mount, NC, and WGFX(FM) Gallatin, TN. Capitol recently sold KQFX(FM) Georgetown, TX, and WCAW(AM)-WVAF(FM) Charleston, WV ("Changing Hands," May 14). Buyer is headed by Menlo F. Smith, Joseph L. Dorton, Thomas, F. O'Brien, Ronald W. Recker, and has no other broadcast interests. Action Aug. 22.

■ **WAPR(AM) Avon Park, FL** (BAL900416EE; 1390 khz; 1 kw-D)—Granted app. of assignment of license from Florida Broadcasting Corp. to Andrew L. Banas for $100,000. Seller is headed by William A. Stokes and Charles Catle, who have interest in Okeechobee Broadcasters Inc., licensee of WOKC-AM-FM Okeechobee, FL. Buyer owns WRQT-FM Bear Lake, MI. Action Aug. 24.

■ **WPSO(AM) New Port Richey, FL** (BAL900709EG; 1500 khz; 250 w-D)—Granted app. of assignment of license from Lowrey Communications Inc. to Timothy and Diana Adkins for $229,000. Seller is headed by Thad M. Lowrey, Barbara Lowrey and Sam Y. Allgood Jr., and has no other broadcast interests. Buyers are husband and wife. Timothy Adkins is air personality and operations manager at WPSO. Action Aug. 22.

■ **WCTW(AM)-WMDH(FM) New Castle, IN** (AM: BAL900416EC; 1550 khz; 250 w-U; FM: BALH900416ED; 102.5 mhz; 50 kw; ant. 500 ft.)—Granted app. of assignment of license from Mohr-Engledow Broadcasting of North Carolina Inc. to WTL Indiana Inc. for $2.6 million ("In Brief," May 14). Seller is headed by Stephen Mohr and has no other broadcast interests. Buyer is headed by Stephen J. Taylor, Donald L. Wiggins, John A. Lich, and Edward L. and Suzanne J. Taylor IV, husband and wife, and is licensee of WTLZ(FM) Saginaw, MI. Stephen J. Taylor is 52% owner of WIKS Inc., licensee of WIKS(FM) New Bern, NC, and New South Radio Inc., licensee of WACT-AM-FM Tuscaloosa, AL. Edward and Suzanne Taylor each own 24% of WIKS Inc. and New South Radio Inc. Action AUg. 20.

■ **KNOK(FM) Belle Chasse, LA** (BAPH900620HY; 102.9 mhz; 3 kw; ant. 328 ft.)—Granted app. of assignment of license from First Belle Chasse Media Group to Coastal Broadcasting Inc. for no financial considerations. Seller is headed by Randolph J. Callender. Buyer is headed by Randolph J. Callender, H. Hunter White III and Thomas A. Carrere, and has no other broadcast interests. Action Aug. 20.

■ **WKZN(AM) Gorham, ME** (BAL900705EF; 1590 khz; 5 kw-D, 2.5 kw-N)—Granted app. of assignment of license from The Great Portland Wireless to Broadcast Communications Inc. for $50,000. Seller is headed by Ron Frizzel and Myer Feldman. Buyer is headed by Eric W. Reid, who is sole proprietor of CP for WANQ(AM) Delmar, NY. Reid also has interests in Primo Communications Inc., which holds CP for new FM at Truro, MA, and WNYQ Associates, licensee of WNYQ(AM) Rotterdam NY. Action AUg. 17.

■ **KDLM(AM)-KKDL(FM) Detroit Lakes, MN** (AM: BAL900613EB; 1340 khz; 1 kw-U; FM: BALH900613EC; 95.1 mhz; 100 kw; ant. 970 ft.)—Granted app. of assignment of license from Grignon Radio Inc. to Leighton Enterprises Inc. for $1.41 million. Seller is headed by Ro D. Grignon and has no other broadcast interests. Buyer is headed by Alver Leighton, Clyde Johnson and James Abbey and KCLD-AM-FM St. Cloud, MN; KOUR-AM-FM Independence KNIA(AM)-KRLS-FM Knowville, both Iowa. Leighton and Johnson have interest in Washington Radio Inc., KCII-AM-FM Washington, IA, and SS Broadcasting Inc., licensee of KYCK-FM Crookston, MN. Action Aug. 22.

■ **KICS(AM)-KEZH(FM) Hastings, NE** (AM: BAL900712EA; 1550 khz; 500 w-D; FM: BALH900712EB; 101.5 mhz; 50 kw; ant. 265 ft.)—Granted app. of assignment of license from The Foxhaven Corp. to Heartland Radio Inc. for $570,000. Seller is headed by Timothy J. Boyd and has no other broadcast interests. Buyer is headed by E. Eugene McCoy Jr., E. Eugene McCoy Sr., William P. Turney and Michael S. O'Connor, and has no other broadcast interests. Action Aug. 24.

■ **KMRF(AM) Marshfield, MO** (BTC900702EB; 1510 khz; 250 w-D)—Granted app. of assignment of license from T.H. Media Inc. to William E. and Lindy L. Williams for no financial considerations. Seller is headed by John and Carolyn Thompson, husband and wife, and Philip and Sherry Huffmann, husband and wife, and has no other broadcast interests. Buyers have no other broadcast interests. Action AUg. 22.

■ **WDDT(AM) Greenville, MS** (BAL900518EM; 900 khz; 1 kw-D, 109 w-N)—Granted app. of assignment of license from P.L. Bell, receiver, to WDDT Inc. for $100,000. Seller has no other broadcast interests. Buyer is headed by Steven Brisker, who has interest in WARN(AM) Falmouth and WZAM(AM) Norfolk, both Virginia; KRKR(AM) Tuscon Estates, AZ, and WPGP(AM) Pendleton and WCTG(AM) Columbia, both South Carolina. Action Aug. 22.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
[illegible]mmercial UHF TV	552	185	737
[illegible]ional VHF TV	124	4	128
[illegible]cational UHF TV	226	20	246
Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.